

## CLAIMS

### What is claimed is:

1. A system for delivering rich-media Internet advertisement, wherein said advertisement may optionally include audio, video and animation capabilities, said system comprising:  
a viewer computer configured for Internet connection;  
a server computer configured for Internet connection; and  
a computer program configured for being electronically transmitted through the Internet from said server computer to said viewer computer when a viewer addresses said server computer, wherein said computer program is configured to:  
pre-load in background on said viewer computer when received thereby;  
execute said rich-media Internet advertisement in a window on said viewer computer for a duration between about 2 seconds to about 30 seconds after said pre-loading;  
and  
leave a promotional window to gather a mouse-over or a click-through from said viewer.
2. The system of claim 1, wherein said viewer computer is configured for full stereo audio delivery to said viewer.
3. The system of claim 1, wherein said promotional window closes automatically in a period of between about 2 seconds and about 60 seconds in the absence of a mouse-over or a click-through from said viewer.
4. The system of claim 1, wherein said promotional window may be activated responsive to a viewer moving a cursor over said promotional window.
5. The system of claim 1, wherein said computer program is pre-loaded on said server computer before transmission to said viewer computer.

6. The system of claim 1, wherein said computer program is further configured to generate a sales portal window if said click-through is gathered, wherein said sales portal window includes:

an option to view a plurality of promotional offers from within said sales portal window;  
an option to purchase online at least one item or service described in at least one of said promotional offers; and  
an option to print said promotional offers.

7. The system of claim 6, wherein said sales portal window further includes:  
mapping tools to guide the viewer to a nearest retail store for promotional offers linked to retail stores; and  
an option to select from a plurality of delivery choices.

8. The system of claim 6, wherein said sales portal window further includes a hyperlink to an advertiser website associated with each of said plurality of promotional offers.

9. The system of claim 6, wherein said sales portal window further includes a capability to perform a keyword search of said plurality of promotional offers.

10. A method for delivering rich-media Internet advertising, wherein said advertisement may optionally include stereo audio, video and animation capabilities, said method comprising:

providing a host computer configured for hosting a web site including Internet connection;  
providing a server computer configured for Internet connection and including an advertising computer program stored in memory in said server computer;  
providing a viewer computer configured for Internet connection and including an Internet browser;  
profiling a viewer addressing said web site on said host computer through said Internet;  
transmitting said advertising computer program from said server computer to said viewer computer;  
pre-loading said transmitted advertising computer program in background on said viewer computer;  
executing a first portion of said advertising computer program in an advertising window on said viewer computer for between about 2 seconds to about 30 seconds;  
automatically closing said advertising window;  
executing a second portion of said advertising computer program in a promotional window to confirm said viewer's attention; and  
automatically closing said promotional window if said viewer's attention remains unconfirmed for between about 2 seconds to about 60 seconds after said promotional window opens.

11. The method of claim 10, wherein said profiling a viewer includes:  
said host computer returning a merchant number and wheel number to said viewer computer;  
said viewer computer sending merchant specific information to said server computer; and  
said server computer transparently communicating with said viewer computer.

12. The method of claim 11, wherein said merchant specific information includes a merchant number for identifying a unique merchant and a wheel number for identifying a unique advertiser.

13. The method of claim 11, wherein said transmitting said advertising computer program from said server computer to said viewer computer comprises sending a selected advertising computer program based on said merchant specific information.

14. The method of claim 10, wherein said profiling said viewer includes gathering time information, demographics, geographic location, hardware information and tracking information.

15. The method of claim 10, further comprising tracking said viewer with a cookie.

16. The method of claim 10, wherein said viewer's attention may be confirmed by either a mouse-over event or by a click-through event.

17. The method of claim 10, further comprising:  
opening a sales portal window if said viewer's attention is confirmed;  
providing an option to buy at least one promotional item online;  
providing an option to print promotional offers;  
providing a map to locate a nearest retail store to said viewer's location; and  
providing an option to hyperlink to an advertiser's web site.

18. A method for configuring an Internet advertising campaign for advertising goods or services over the Internet, comprising:  
designing said Internet advertising campaign;  
selecting features for said Internet advertising campaign;  
forming a contract between said merchant and said Internet advertising agency for development of said Internet advertising campaign;  
securing advance payment from said merchant to said Internet advertising agency for said development of said Internet advertising campaign; and  
developing said Internet advertising campaign in accordance with said Internet advertising design, said selected features for said Internet advertising campaign and said legal relationship.

19. The method of claim 18, wherein said designing, said selecting, said instantiating and said securing are all performed realtime over the Internet.

20. The method of claim 18, wherein said designing said Internet advertising campaign comprises:  
selecting a specific schedule for delivering said Internet advertising campaign to potential viewers;  
selecting desired demographics of said potential viewers; and  
selecting desired geographic location of said potential viewers.

21. The method of claim 18, wherein said selecting features for said Internet advertising campaign includes:  
providing an option to include viewer tracking in said Internet advertising campaign;  
providing an option to include coupon printing in said Internet advertising campaign; and  
providing an option to include e-commerce capability in said Internet advertising campaign.

22. The method of claim 21, wherein said e-commerce capability includes:  
providing a window to gather financial information to complete a sale;  
providing a feature to allow printing of a map indicating directions to a nearest retail store;  
providing a feature to allow selection of delivery options; and  
providing a feature to allow automatic delivery of sales confirmation via email.

23. A method for creating and managing an Internet advertising campaign realtime, comprising:  
providing a password protected merchant user interface to allow a merchant to supply or revise merchant information;  
designing said Internet advertising campaign;  
automatically generating a contract to document said designed Internet advertising campaign; and  
securing payment for said designed Internet advertising campaign.

24. The method of claim 23, wherein said merchant information comprises contact person, billing information and password.

25. The method of claim 23, wherein said designing said Internet advertising campaign comprises:  
selecting a range of time and week days for running an Internet advertisement;  
selecting target demographics for said Internet advertisement; and  
selecting desired geographical target for said Internet advertisement.

26. The method of claim 23, wherein said securing payment for said designed Internet advertising campaign comprises verifying merchant's funds and obtaining full payment before execution of said Internet advertising campaign.